**Topic**

Identify the level of satisfaction on the service and the quality of cafeteria among UMP students and staff.

**Introduction**

In the era of globalization nowadays, our campus University Malaysia Pahang (UMP) is following the trend of globalization to become an international university. Hence, a lot of development and enhancement are done with the purpose to satisfying the requirement of the international university level. Spontaneous with the improvement of the facility and the education system of UMP, the service of cafeteria also need to improve. That is because cafeteria is food supplying center of our university (UMP) and also an important element of the parts of university. The students in UMP can only have food at cafeteria within the university area, with such condition in UMP, the food seller of cafeteria have problem with the number of customers by providing poor service. This phenomenon will affect the student benefits in UMP. By protect student’s welfare and maintain the reputation of an international university, providing an international level of service in cafeteria should carry out to enhance the service of cafeteria.

Due to improvement of cafeteria, the opinion of the consumer about the service of cafeteria is required to identify the problem and dissatisfied with the service of cafeteria. Since UMP attempt to become an international university, thus the students and staffs in UMP weren’t only formed from Malaysian, they may come from other country. The problem faced by them in cafeteria will be the primary consideration to upgrade the service of cafeteria. This research aims to investigate the level of satisfaction of UMP students and staffs regarding food quality, service quality, price and value, convenience, and atmosphere and, to identifying the problem face by customer. Recommendation on food quality, service quality, price and value, convenience, and atmosphere will been considered to improve the service and the quality of cafeteria in UMP.

**Statement problem**

At UMP, students and staff are having meals in cafeteria of UMP. But there are several problems existed in cafeteria, those problems were troubling the students and staff in UMP all over the time. The problems such as the environment of cafeteria are not in good condition and lack of space in cafeteria. The number of table and chair in cafeteria is not in well arrangement and causing there is no enough space of pathway. During the peak period such as lunch time, there are many students having meals in cafeteria causing there are long lunch lines. In this case, students have less time to eat and lower participation.

Besides, the price of food sold in cafeteria is high and not fixed. The prices of food might not equal with the quality of food provided, that causing students and staff having low quality meals with paying high prices. The prices of food are not consistent and usually higher than student’s expectation. Hence, students might suffer with finances problems

Low quality of food also is one of the problems faced by students in UMP. Generally UMP students dissatisfy with the taste of food provided in cafeteria of UMP. That forces them to eat less than usual. They can’t concentrate during class period due to no enough nutrients.

The sanitation of cafeteria is worse. Some students might get stomachache due to the bad cleanliness of food.

**Objective**

The objectives of this study are to:

* Investigate the degree of satisfaction about service of cafeteria among UMP students and staffs.
* Identifying the reasons of dissatisfactions regarding the service and quality of cafeteria among UMP students and staffs.
* Provide recommendation on the improvement of service and quality of cafeteria.

**Definition of terms used**

The definition of terms used in this research:

* UMP
* University Malaysia Pahang (UMP), which is the 16th governmental public university in Malaysia. It was located in Pahang state Malaysia.
* Students Cafeteria
* Students Cafeteria is canteen which selling food for students and members in University Malaysia Pahang. There are 4 students cafeteria in UMP. One is located in between ‘Payung Putih’, KK1 and KK3. Second is located in KK2. Other one is located in KK4. The last one is at block V in UMP.
* KK 1,2,3,4
* KK is a short form of Malay words which mean Residential College. There got 4 parts of residential area in UMP, which named as KK1, KK2, KK3 and KK4.
* UMP Costumers
* Costumers are the consumers of cafeteria in UMP. The costumers in UMP are referring to Student and staff UMP who are buying food in cafeteria.
* Sanitation
* Sanitation means Hygiene or cleanliness in general; it is development and application of sanitary measurement to leveling the standard of hygiene in UMP cafeteria for the sake of protecting the customers health.
* Satisfaction
* Satisfaction hereby mean the degree of satisfied student expectations base on five dimensions food quality, service quality, price and value, convenience, and atmosphere.

**Research Questions:**

* What is the level of satisfaction on the service of cafeteria among UMP students and staff?
* Why UMP Costumer dissatisfied regarding the service and quality of cafeteria.
* How to improve service and quality of cafeteria?